

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

a \$1
u55
Reserve

7/1/8

USDA Inside USDA Information

United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington D.C.
20250

Vol. 2

No. 17

March 7, 1980

HERE'S MORE...

GPA reorganization assignments...FCC deregulation of public service requirements...a copyright conference...some juicy job announcements...and notes from here and there. Read on.

* * *

LATEST WHO'S WHO

Nine acting positions were announced this week by Jim Webster, assistant secretary for governmental and public affairs. They are the new positions for the reorganized Office of Governmental and Public Affairs.

Named were: Ed Goodpaster, acting deputy assistant secretary for governmental and public affairs; Alvin P. Cauley, acting assistant to the assistant secretary and acting head, resource management staff; Larry Meyers, acting director of congressional affairs; Roger Sandman, acting director of intergovernmental affairs.

In the public affairs group, Hal R. Taylor was named acting director of public affairs; Stanley Prochaska, acting assistant director for news; Claude W. Gifford, acting assistant director for publications and special programs; Jim Johnson, acting assistant director for broadcasting and film; and David Sutton, acting assistant director for graphic arts.

All appointments were effective March 3.

The organizational plan for the office was approved Feb. 27 and includes units as follows: under the assistant director for news...a news service and a unit called media liaison; under the assistant director for publications and special programs...a publications unit and another called special programs.

The assistant director for broadcasting and film will have a film unit and a radio-television unit; the assistant director for graphic arts will have units called design, photography and printing.

Details for operations are presently being worked out. You will hear more later as matters progress.

* * *

GONE BUT NOT FORGOTTEN

For folks who could retire, Feb. 29 was their BIG day. Among those we've heard about who hung up their spurs were:
Joe Zuessman, Economics, Statistics and Cooperatives Service;

Layne Beaty and Ben Murow of GPA, whom we've already told you about, plus Amos Martinez, Anna Tamorria, Grace Randolph, Jim Wynn, Martha Mount, Shirley Hemming, Caroline Gray, and Walter Webb...all also of GPA.

* * *

PERSON TO PERSON

Claude Gifford, GPA, points out that we all are making an effort to avoid what might be regarded as sexist language in our publications. So with the help of some of his staff members, he has developed a package of materials that can be useful for guidance in this matter.

Included are a list of preferred uses of several common words taken from a report of the U.S. Commission on Civil Rights and from a pamphlet prepared by the Washington Press Club. He's also got background material on the equal treatment of the sexes from McGraw-Hill, background on avoiding sex-based language from the American Society for Public Administration, and a bibliography of background materials on non-sexist language from the University of Georgia.

If you want to check out some of this material, write Giff.

* * *

PSA HAPPENINGS...

Sandra Casserly, U. of Illinois, tipped us off to something we had heard but had not thought too seriously about. Could be we should have.

She noted that the Federal Communication Commission (FCC) has announced that it is considering deregulating public service time now required of all broadcasters.

Sandra suggests that folks interested in psa use should write to the FCC consumer office, 1919 M Street, N.W., Washington 20554, to get particulars on what's up. Also, if you want to file a comment--or read up on the situation first--look at the Federal Register for Friday, Oct. 6, 1979, and submit your comments to the Secretary, FCC, address above...BEFORE March 25.

* * *

SHOOTING FOR THE SKY

Another Federal Register notice may be of interest to some "Inside..." readers. This one was flagged by Mason Miller, Science and Education Administration.

The National Telecommunications and Information Administration (NTIA) is soliciting proposals for public telecommunications services...needed by and affordable to public service organizations and Federal, State and local government agencies.

For details, read the Tuesday, Feb. 12 issue of the Federal Register...see page 9310. The item has to do with a grant program to obtain satellite services for public service agencies at "affordable rates."

* * *

COSDA ASSOCIATES... For five bucks, some of us can become associate members of the Communication Officers of State Departments of Agriculture. That probably is a good buy...and "Inside..." folks are going to take the opportunity to join.

If you're interested too, write F. Carlyle Teague, Secretary-Treasurer for COSDA, North Carolina Department of Agriculture, P.O. Box 27647, Raleigh 27611. We'll betcha your money will be accepted!

* * *

UP TO THE BAR... Washington area folks might be interested to know that a copyright law conference is scheduled March 25 at the Key Bridge Marriott in Arlington, Va. The conference is sponsored by the Patent, Trademark and Copyright Law Committee of the Federal Bar Assoc.

Cost for non-members is \$80. If you want to attend...or wish more information about the conference, get in touch with Conference Secretary, Federal Bar Association, 1815 H Street, N.W., Washington 20006. Registrations should be received no later than March 14.

* * *

IF YOU WANTA KNOW... Back to GPA...if you want to know something about GPA activities... what's been produced...how information gets out to people...more than you really want to know, maybe...here's your chance. We've just produced a 3/4 inch U-Matic videocassette that gives all those details and maybe even some more. It runs 9:40 minutes.

If you've wondered what we do and would like this quick update, send Larry Quinn a blank videocassette and he'll dub you a copy.

* * *

BEYOND OLD SMOKEY Many folks hereabouts were excited last week about the upcoming Smokey Bear Ad Council campaign...a new one is announced each year. Meanwhile, we saw something more prepared by the Forest Service which we thought all "Inside..." readers might like to know about.

We're talking about Ag Inf Bulletin Nq. 426..."Understanding the Game of the Environment." It's a hefty illustrated guide to understanding ecological principles...prepared by the northeastern forest experiment station.

If you want a copy, probably we can scrounge one up for you. We suggest that you write Bob Lake, Forest Service Inf first...then GPA. Bob probably would like to know you're asking for it.

* * *

HONORS TO NELSON Nelson Fitton, GPA, just received the word that he is one of 30 out of a field of 80 people in the Department who has been selected as a Senior Executive Service candidate. Actually there were several hundred original applicants.

That means Nelson will participate in a series of individual and group activities over an 18-month period to increase his skills as a manager and to help prepare him for the responsibilities of a Senior Executive Service position.

We all look forward to learning from Nelson how things should be done.

* * *

JOB HUNTING? GO NAVY Several different types of job opportunities cropped up in the past week. First is need for a Director of Congressional and Public Affairs, GS-15, for the Department of the Navy. If you're interested, get in touch with Dory Lattisaw, Staffing Section, SEA 002243, Naval Sea Systems Command, Department of the Navy, Washington 20362. Submit the government employment application form 171 and a completed supervisory appraisal at the same time.

* * *

FOR A TRIP...TRY
GERMANY

Hans Stinshoff, assigned to Washington as German ag attache, wrote recently about the upcoming World Congress of Ag Journalists, June 15-21, in Hamburg. Full registration fee is 200 Deutschmarks. Several side trips are in the offing...deadline for registration is March 15. You can get registration forms from Hans at 4645 Reservoir Rd., N.W., Washington 20007. Then you have to send them to Dr. Rudolf Stohr, c/o Alfred C. Toepfer, Ballindamm 2-3, Postfach 10 61 20, D-2000 Hamburg 1.

* * *

OR TRY ROME TO
"WORK"

Another opportunity for a Rome assignment comes from R. A. Nicholosi, Administrative Officer, FAO, 1776 F St., N.W., Washington 20437, (202) 634-6180. FAO is seeking a U.S. information officer to handle releases, brochures, etc., especially for developing countries.

Abilities in use of Spanish is desired but not required. Main requirements seem to be a degree in journalism or economics or related fields...7 years' experience as a writer on economic subjects. Salary usually is a couple of thousand more than one's regular or present salary.

"Inside Information" is published by the Office of Governmental and Public Affairs for information officers and specialists in the U.S. Department of Agriculture, the State Departments of Agriculture, and the Land-Grant Universities. Send contributions to Hal R. Taylor, Acting Director for Public Affairs, (202) 447-7903.

